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WHAT IS CLAIMED IS:

1. A set of interchangeable portions for insulating cooler devices comprising:  
a set of at least two interchangeable portions of an insulating device, each  
interchangeable portion having a different sports logo and structurally adapted to mate  
with a portion of said insulating device.

2. The set as claimed in claim 1, wherein said interchangeable portions are  
insulating container tops and said insulating device is a container.

10 3. The set as claimed in claim 1, wherein said interchangeable portions are cooler  
tops and said insulating device is a cooler having a cooler body, said cooler tops being  
easily interchangeable and structurally adapted to mate with said cooler body.

15 4. The set as claimed in claim 1, wherein said sports logo on each of said  
interchangeable tops is a three-dimensional sports logo.

20 5. The set as claimed in claim 3 wherein said cooler body includes a hinge having  
a first portion, and each of said cooler tops includes a second portion, said second portion  
mating with said first portion so that each of said cooler tops in said set is readily and  
easily interchangeable with said cooler body.

25 6 A set comprising:  
an insulating device having a generally planar portion,  
a set of two or more interchangeable attachments, each having a sports logo; and  
means for removably securing one of said interchangeable attachments to said  
planar portion of said insulating device so that a first of said interchangeable attachments  
may be removably secured to said planar portion, later removed from said planar portion,  
and replaced with another of said said set of interchangeable attachments.

7. The set as set forth in claim 6, wherein said means for removably securing includes an adhesive for removably securing one of said attachments to said planar portion.

8. The set as set forth in claim 6 is either a top or a side of said cooler.

9. The set as set forth in claim 6, wherein said means for removably securing includes a VELCRO brand fastener.

10. The set as set forth in claim 6, wherein said means for removably securing includes a plurality of guide members on said top for removably receiving one of said attachments.

11. The set as set forth in claim 6, wherein said planar portion is a top of said insulating device, and said means for removably securing said attachment includes a downwardly extending elastomeric member for securing said attachment to said insulating device.

12. The set as set forth in claim 11, wherein said elastomeric member is integrally attached to said attachment.

13. The set as set forth in claim 11, wherein said elastomeric member is separated from said attachment and said insulating device.

14. The set as set forth in claim 6, wherein said means for removably securing includes magnets or ferromagnetic metal.

15. An attachment device for insulating cooler devices comprising:  
a structural member having predetermined indicia thereon; and  
at least one affixation device supportable on a portion of said structural member,

wherein said structural member and said at least one affixation device are so dimensioned as to releasably affix said structural member to a substantially planar portion of said insulating cooler device.

5           16. An attachment device for insulating cooler devices according to claim 15, wherein said structural member is a removable cover, and said affixation device is attached to said removable cover and mates with a body portion of said insulating cooler device.

10           17. An attachment device for insulating cooler devices according to claim 16, wherein said affixation device comprises a plurality of mortises or tenons, so dimensioned as to mate with corresponding tenons or mortises, respectively, on said insulating cooler device.

15           18. An attachment device for insulating cooler devices according to claim 16, wherein said affixation device comprises an elastomeric band extending around a periphery of said removable cover.

20           19. An attachment device for insulating cooler devices according to claim 15, wherein said portion of said structural member is a removable cover structurally adapted to mate with a body portion of said insulating cooler device.

25           20. An attachment device for insulating cooler devices according to claim 15, wherein said portion of said structural member is a top or a side portion of said insulating cooler device.

          21. An attachment device for insulating cooler devices according to claim 15, wherein said affixation devices comprises an adhesive.

30           22. An attachment device for insulating cooler devices according to claim 15, wherein said affixation device comprises a VELCRO brand fastener.

23. An attachment device for insulating cooler devices according to claim 15, wherein said affixation device comprises a plurality of guide members.

5 24. An attachment device for insulating cooler devices according to claim 15, wherein said affixation device comprises an elastomeric band, so dimensioned as to extend around a periphery of said structural member.

10 25. An attachment device for insulating cooler devices according to claim 15, wherein said affixation device comprises magnets or ferromagnetic metal structurally arranged so as to mate with magnets or ferromagnetic metal attached to said insulating cooler device.

15 26. An attachment device for insulating cooler devices according to claim 15, wherein said predetermined indicia is selected a sports logo.

27. A method of attaching predetermined indicia to an insulating cooler device comprising the steps of:

20 providing a structural member having the predetermined indicia thereon;  
applying a releasable affixation device to said structural member; and  
releasably affixing said structural member to a planar portion of said insulating cooler device using said releasable affixation device.

25 28. A method of attaching predetermined indicia to an insulating cooler device according to claim 27, wherein said applying step comprises the step of applying adhesive to the said structural member.

30 29. A method of attaching predetermined indicia to an insulating cooler device according to claim 27, wherein said applying step comprises the step of applying a VELCRO brand fastener.

30. A method of attaching predetermined indicia to an insulating cooler device according to claim 27, wherein said applying step comprises the step of applying a plurality of guide members.

31. A method of attaching predetermined indicia to an insulating cooler device according to claim 27, wherein said applying step comprises the step of applying an elastomeric band, so dimensioned as to extend around a periphery of said structural member.

32. A method of attaching predetermined indicia to an insulating cooler device according to claim 27, wherein said applying step comprises the step of applying magnets or ferromagnetic metal structurally arranged so as to mate with magnets or ferromagnetic metal attached to said insulating cooler device.

33. A method of attaching predetermined indicia to an insulating cooler device according to claim 27, wherein said predetermined indicia is a sports logo.

34. A method of interchanging attachments for an insulating cooler device, said attachments having predetermined indicia thereon, said method comprising the steps of:

- a) providing an insulating cooler device having a substantially planar portion;
- b) providing a plurality of interchangeable structural members, each said interchangeable structural member having the predetermined indicia thereon;
- c) releasably affixing one of said plurality of interchangeable attachments to said substantially planar portion using said releasable affixation device for a first predetermined time period;
- d) removing said one interchangeable attachment from said substantially planar portion; and
- e) releasably affixing another of said plurality of interchangeable attachments to said substantially planar portion for a second predetermined time period.

35. A method of interchanging attachments for an insulating cooler device according to claim 34, further comprising the step of:

applying a releasable affixation device to said plurality of interchangeable attachments.

36. A method of interchanging attachments for an insulating cooler device according to claim 35, wherein said applying step comprises the step of applying adhesive to the said structural member.

37. A method of interchanging attachments for an insulating cooler device according to claim 35, wherein said applying step comprises the step of applying a VELCRO brand fastener.

38. A method of interchanging attachments for an insulating cooler device according to claim 35, wherein said applying step comprises the step of applying a plurality of guide members.

39. A method of interchanging attachments for an insulating cooler device according to claim 35, wherein said applying step comprises the step of applying an elastomeric band so dimensioned as to extend around a periphery of said interchangeable attachment members.

40. A method of interchanging attachments for an insulating cooler device according to claim 35, wherein said applying step comprises the step of applying magnets or ferromagnetic metal structurally arranged so as to mate with magnets or ferromagnetic metal attached to said insulating cooler device.

41. A method of interchanging attachments for an insulating cooler device according to claim 35, wherein said interchangeable attachment is a removable cover, and wherein said applying step comprises the step of integrally attaching a structural member to said removable cover that mates with a body portion of said insulating cooler device.

42. A method of interchanging attachments for an insulating cooler device according to claim 41, wherein said integrally attaching step comprises attaching a plurality of mortises or tenons, so dimensioned as to mate with corresponding tenons or mortises, respectively, on said insulating cooler device.

43. A method of interchanging attachments for an insulating cooler device according to claim 41, wherein said integrally attaching step comprises attaching an elastomeric band around a periphery of said removable cover.

44. A method of interchanging attachments for an insulating cooler device according to claim 34, wherein said predetermined indicia is a sports logo.

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